



It's up to us



**We must do
what we can**

**Sustainability approach of
Ladybird Farm Leisure
Center**



In 9 minutes:

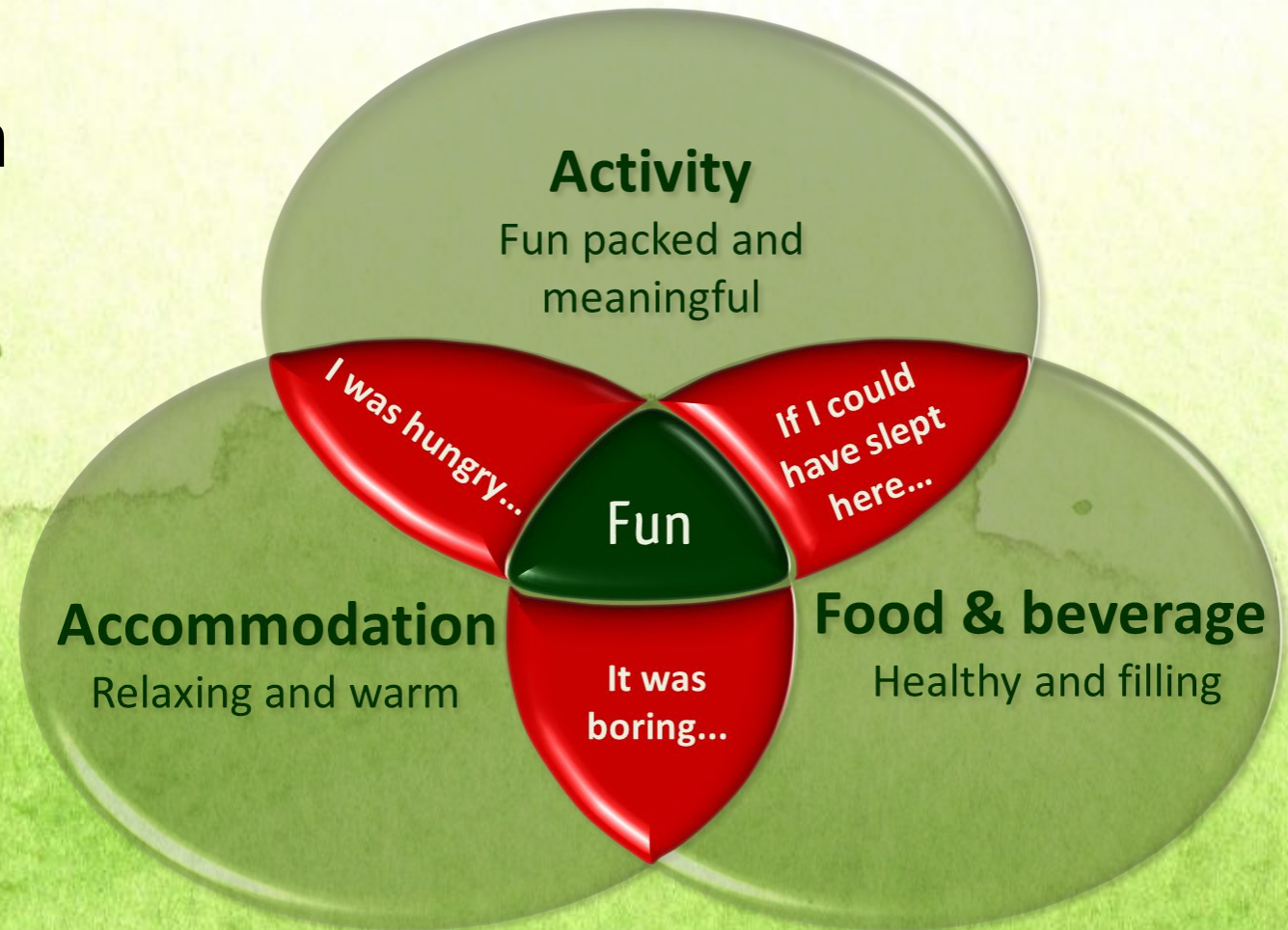
- Sustainability path of Ladybird Farm Leisure Center
- 3 good practices to keep us challenging the way we do business today

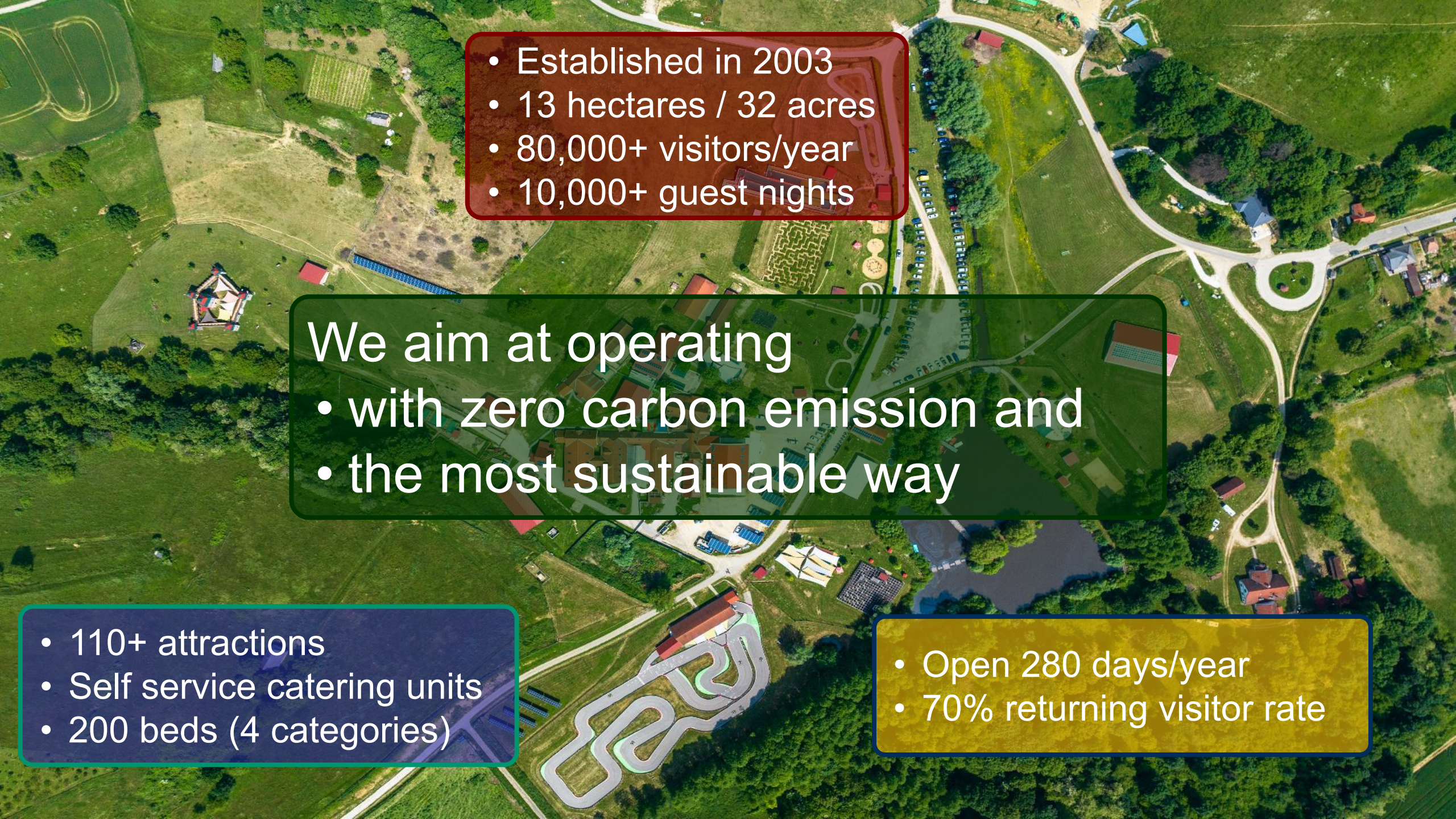


The 3 elements

We build our strategy on visitors to return:

If they find exceptional **FUN** for the first time, they return.



- 
- Established in 2003
 - 13 hectares / 32 acres
 - 80,000+ visitors/year
 - 10,000+ guest nights

We aim at operating

- with zero carbon emission and
- the most sustainable way

- 110+ attractions
- Self service catering units
- 200 beds (4 categories)

- Open 280 days/year
- 70% returning visitor rate



Development and operating strategies

Whatever we develop, it **should not consume any energy**. If it does, than we **must produce** the required energy from **renewable sources locally**.

Social Impact
and
Profitability
are
equal measures.

We maximize fun by using the **least** physical/material resources.



We do not offer **three** for the price of **two** when **one** is enough!

THE SUSTAINABILITY MAP OF LADYBIRD FARM LEISURE CENTER



- 1 Solar energy farms (169,6 kW)
- 2 Wind turbine (300 W)
- 3 Solar heat collectors (8 kW)
- 4 Biomass based heat generators (90 kw)
- 5 Heat pumps (144 kW)
- 6 Drilled well (120 m)
- 7 Rainwater tank (25 m³)
- 8 Ecological sewage treatment plants
- 9 Selective waste collection center
- 10 „Pay with waste” point
- 11 Compost cage
- 12 Training barn

Energy

Water

Waste
(garbage and sewage)

Education

ESG SUSTAINABLE BUSINESS
ESG commitments

We operate with **100%** renewable energy

Pay with waste for 10% of your ticket and protect our nature!

100 attractions for a single fee

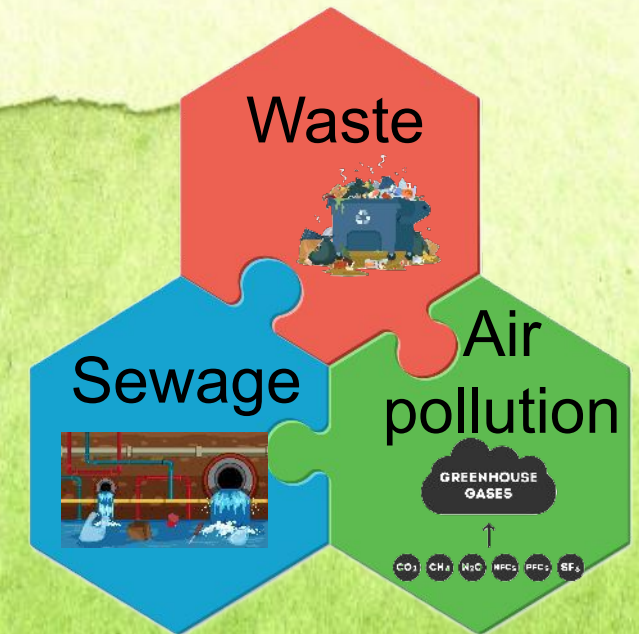
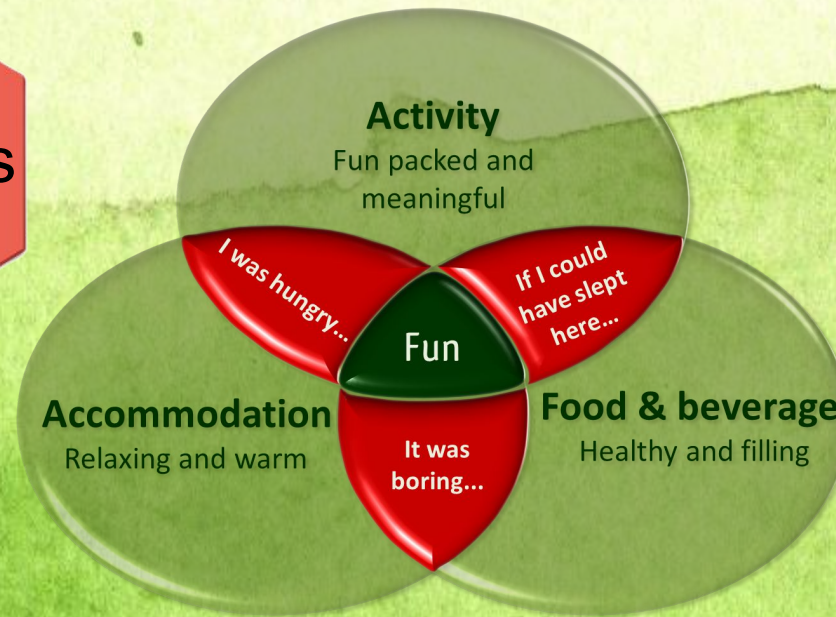


Simple is beautiful – Supply Chain

Input

Process

Output

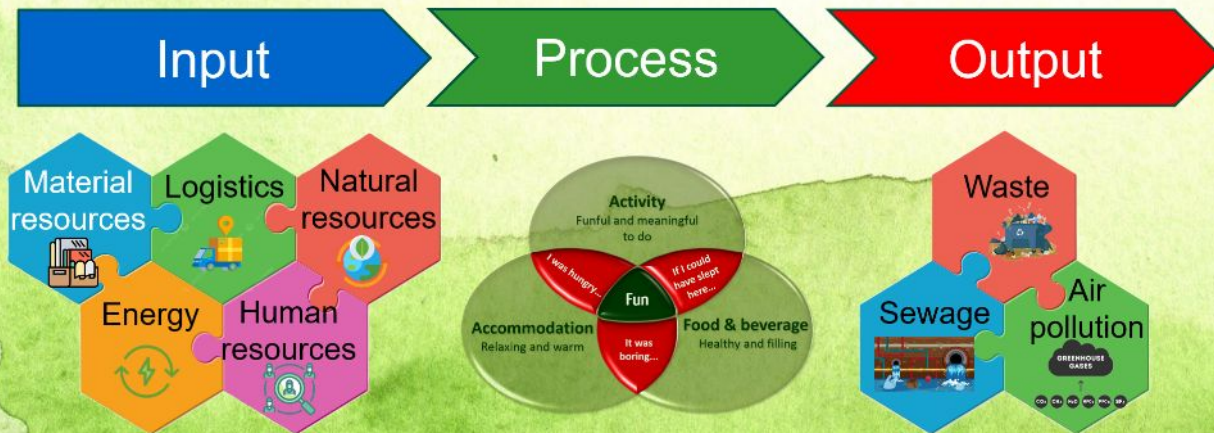




Ask 3 questions



Simple is beautiful – Supply Chain



1. How can I use / produce less?

2. How can I cause less „damage“?

3. How should I communicate it?



When we buy or build



Rule of Thumb #1:
higher CAPEX = Lower OPEX

Rule of Thumb #2:
Lower OPEX = Lower environmental
impact

Total Cost of Ownership (TCO) approach is a sobering method when making investment decisions



Total Cost of Ownership example

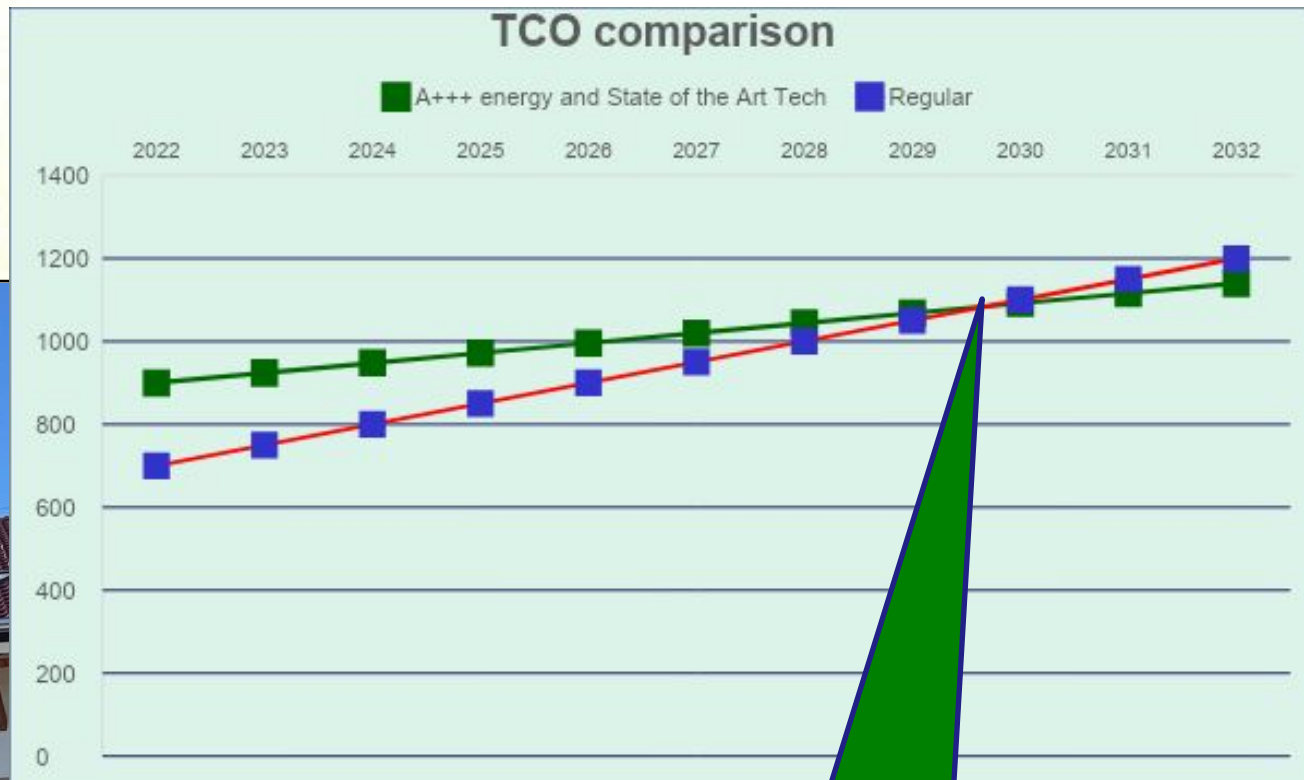
900 sqm (9700 sqft)
3 level reception
/ restaurant /
conference
center





TCO example

We invest for 15-50 years
And should do it with
responsibility for the future



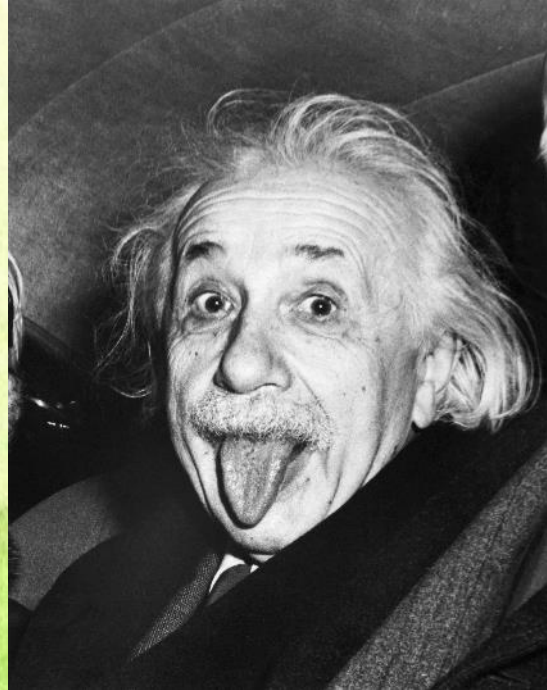
Break even is
7,6 years

Options	CAPEX	OPEX
Regular	USD 700,000	USD 50,000
A+++ Energy and State of the Art technology	USD 900,000	USD 24,000
%	+29%	-52%



Communicate the change

Insanity is
doing the same
thing over and
over and
expecting
different



1. What are we doing differently?
2. Why are we doing it?
3. What will change for our guests?

We do not prohibit any „bad practices” without offering a realistic alternative.



**It seems impossible
until it is done.**

Nelson Mandela